

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Protocam

Manufacturers Resource Center

Protocam Uses SEO to Optimize Sales

Client Profile:

ProtoCAM, founded in 1994, provides a unique blend of rapid prototyping consulting, prototype development, and manufacturing engineering along with deep domain expertise in stereolithography and other advanced rapid prototyping techniques. Stereolithography enables ProCAM to produce a solid, 3D prototype in dramatically less time than traditional methods. The company employs 14 people at its facility in Northampton, Pennsylvania.

Situation:

ProtoCAM relies on careful search engine optimization (SEO). It was this necessity for a highly visible, effective website that first brought the company to the Manufacturers Resource Center (MRC), a NIST MEP network affiliate. The company sought out MRC again for SEO and website enhancements to keep their web sales on track.

Solution:

MRC site-enhancement and SEO projects helped ProtoCAM to track several hundred keywords on an ongoing basis and write site copy that enables search engines to find those keywords. The end result is large amounts of site traffic without having to pay for visibility.

Results:

* Increased web traffic by 50 percent.

Testimonial:

"MRC helped us grow considerably in terms of our business skills and position ourselves to get more traffic and more customers."

Ray Biery , Managing Partner